

ORDER



Orders
Order / Rev: 711033
Alt Order #: 06302492
Product Desc: AMERICANS FOR PROSP.
Estimate: 1301
Flight Dates: 09/04/12 - 09/10/12
Original Date / Rev: 09/24/12 / 09/24/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Americans For Prosperity
Demographic: A35+
Product Codes: IS-Candidate/Presidential,IS-Candidate/
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	8	\$57,000.00	\$48,450.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	8	\$57,000.00	\$48,450.00	0.00
Totals	8	\$57,000.00	\$48,450.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/04/12	09/07/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	1:00	4	\$6,000.00	P-4	0.00	NM	4	\$24,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- TWTF - -			4			\$6,000.00		0.00			
2	WKYC	09/04/12	09/04/12	Tue Prime C Tue Prime C	CM	10-11p	- T- - - - -	1:00	1	\$6,000.00	P-4	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- T- - - - -			1			\$6,000.00		0.00			
3	WKYC	09/09/12	09/09/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	- - - - - S	1:00	1	\$6,000.00	P-4	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- - - - - S			1			\$6,000.00		0.00			
4	WKYC	09/09/12	09/09/12	NFL Regular Season Fo NFL Football	CM	NFL Football (8:15 PM-11:30 PM)	- - - - - S	1:00	1	\$15,000.00	P-4	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- - - - - S			1			\$15,000.00		0.00			
5	WKYC	09/10/12	09/10/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M- - - - -	1:00	1	\$6,000.00	P-4	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M- - - - -			1			\$6,000.00		0.00			
													Totals	8	\$57,000.00